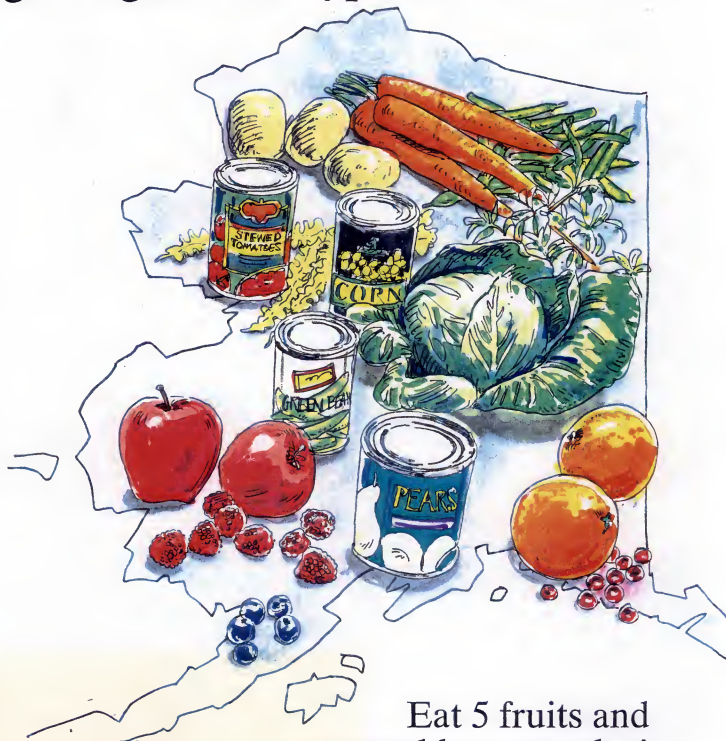


Fruits and vegetables may
cut down on your chances of
getting certain types of cancer.



Eat 5 fruits and
vegetables every day!

Instructions For Interviewers

Poster - Alaskan Group

The objective of the poster is to reduce the incidence of some types of cancer among Alaskan Natives through improved knowledge of nutrition. The primary message is: fruits and vegetables may reduce the risk of some kinds of cancer. Secondary message is to eat five fruits and vegetables every day.

Please have the person being interviewed retain the poster throughout the interview. They may refer to the poster at any time.

Interview Procedure

1. Pre-Interview. Fill in the interviewer's data lines at the top of all the Interview Questionnaires. A black ball point pen is best.

2. Introduction. You may wish to introduce yourself and the interview with something like this: " Hello, my name is _____ and I'm here to find out how well people understand some new health materials. Would you please help me? It will only take a few minutes".

If the person says yes, or nods an OK, start with page 1 of the two page questionnaire. If they decline, thank the person and move on to the next.

3. The Questionnaire. Ask the personal questions about the client near the top of the page. Write down their answers. Do not ask their name.

Follow the instructions immediately below the personal data. Ask the questions and record the answers as they are given.

4. Close-Out. Thank the person. Assemble your answer sheets, go to the next person.

Interview Questionnaire - Poster

Interviewer's Name _____ Title _____ Date _____
Agency _____ Clinic _____ Address _____

Questions To Ask Client

- Are you at least part Alaskan Native? _____ yes _____ no, Male _____ Female _____
- Age _____ Last year/grade school completed? _____ What problem brought you here today? _____

"Here is a poster I'd like you to look at and read. Then I'd like to ask you some questions about it".

After the client has looked at the poster for a few minutes, say:

"The questions I'm going to ask you have no right or wrong answers. I just need your opinion about them.

You will help me if you tell me what you really think. I was not personally involved in making the poster, so you won't make me feel either bad or good by anything you say. This poster can still be changed, so your opinions can make a difference. OK, let's go to the questions....."

.....

1. Tell me, what is this poster all about?

OK. Anything else?

2. How important is the message of this poster to you?

3. Do you think that you and your family would be likely to do what the poster says if they saw it in your clinic or doctor's office? (eat 5 fruits & vegetables a day)

4. Why do you think it is important for you to eat five fruits and vegetables a day?

5. Does that make sense to you? If not, could you tell me why not?

6. Which of the fruits and vegetables on the poster would you be likely to eat every day?

7. Are there others that are not shown on the poster that you usually eat?

8. Some people may like the poster; others may not. How do you feel about it?

9. (Interviewer: point to the outline - the background map of Alaska, and ask): While you were looking at the poster, did you notice what this background is? yes _____ no _____. What do you think it is?

10. Are there any things you would like to change on the poster? If so, what would you like to change or fix?

11. How do you like the colors?

Are there colors you would like better?